

TECH

Want better fuel economy for anything you own that is gas powered? Then try a Fitch Fuel Catalyst product.

End of story. We promise it will work.

What?! You want to know more? You say you've seen snake oil before? Well, be prepared to be amazed, razzled, and dazzled, as this is one product that will work 100 percent of the time with its intended purpose. And we're not only making the claim that it will increase your fuel economy; it will increase your horsepower and lower your emissions at the same time. "Oh my gosh! How is this possible?!" you question with a girlish scream. Because this isn't a product that works on your engine; instead



MORE MPG FOR ANYTHING YOU OWN!

THE FITCH FANTASY IS A REALITY

BY JERROD JONES

PHOTOGRAPHY: JERROD JONES

it works on your fuel. By improving the fuel you improve every type of performance aspect of your engine. Better fuel equates to greater efficiency, which in turn provides more horsepower, cleaner emissions, and improved fuel economy. The 'fresher' a fuel is, the more potent it is and the more energy it yields. And the more complete the burn in the combustion chamber, the less soot and harmful emissions come out of your tailpipe.

Unfortunately more than half of the fuel we buy in the United States as consumers has degraded past the point of "acceptable" after sitting in holding tanks for months, being transported across the country, and then waiting for us to purchase it at the fueling station. Think of it using this example: the 91 octane fuel is really only 87 octane that you're dumping into your fancy ride. And that 87 octane? Well, sometimes you might have a better shot just mixing some peppermint schnapps with shoe polish. The longer the

fuel sits, the worse it gets. And we're sure you can imagine what bad fuel does to the longevity of your engine's life.

Curious how the Fitch stuff works? Please refer to the *How it Works* sidebar composed by Nora Hewitt, vice president over at Fitch. Nora gave us a wonderful explanation that we couldn't have said better ourselves, so we quoted her directly on it instead of taking the credit.

We were able to try the Fitch Permanent Fuel Treatment and Stabilizer unit (PFT) on our gas-guzzling 2000 Dodge Durango, and not only did we feel a noticeable increase in power, but we also saw improved fuel economy. The good people at Fitch even threw a couple drop-in pellets for us to try in a motorcycle, and we'll tell you right now that we saw the same improvements in our motorcycle as we did with the Durango.

It's as simple as this: Do you hate better fuel economy, despise increases in power, and loathe any potential for cleaner air around you? Then whatever you do, don't buy a Fitch unit. **OR**

How it Works

BY NORA HEWITT

The Fitch Fuel Catalyst is a patented poly metallic alloy that reformulates fuel on board a vehicle prior to combustion. Placed in the fuel tank or housed in a canister and connected into an engine's fuel system between the fuel tank and the engine, the molecular structure of fuel is modified by the catalyst alloy to a state where it is capable of more complete combustion. As a result the engine converts the chemical energy in the fuel to mechanical energy in a more efficient and complete manner. The engine power is increased and toxic emissions per unit of fuel are decreased. As fuel passes over the catalyst, gasoline or diesel fuels are rejuvenated into a superior quality of fuel allowing a combustion engine to extract the maximum amount of energy with minimal emissions. Warranted for 250,000 miles, the Fitch Fuel Catalyst is a long-term fuel treatment that does not lose its potency and never dissolves or deteriorates, which is why it differs from additives that require replenishing. Keep in mind, the Fitch Fuel Catalyst (FFC) simply treats fuel, not a make, model, or year vehicle. All engines will benefit from the use of the Fitch Fuel Catalyst. The Fitch Permanent Fuel Treatment will boost octane in gasoline, increase cetane in diesel, and re-refine the fuel quality, returning it to a superior "refinery-fresh" state, guaranteeing maximum performance and efficiency from the engine.

More MPG



▲ Fitch has a number of direct plug-in applications that go directly inline (as close as possible to your engine) on your fuel line. If they don't have a specific unit for your vehicle, they offer a universal line kits that can be adapted to any gas or diesel-powered vehicle in existence. Luckily for us, Fitch had a direct plug-in unit for our Magnum V8 Dodge Durango engine.



▲ We acquired an F500 unit for our vehicle. For simplicity's sake., F500 stands for 'up to 500hp'. The F300 is for up to 300hp, etc. We weren't anywhere close to 500hp with our Durango yet, but we have reached about 370+hp on nitrous, and therefore the F300 would have been too small a unit.

The canister unit comes with all the hoses and fittings to plumb it inline on your fuel system. We started the install by threading on the two 90-degree fittings on each end of the canister.



▲ We test-fit the unit by sticking it a variety of places we thought might work for a permanent placement. You should always mount the Fitch PFT canister as closely to the engine as you can.



▲ We found our Fitch Fuel Catalyst's canister sat best directly in between our air intake and the firewall. It was a tight fit, but a perfect one, and in a very clean and up-and-out-of-the-way place.



▲ Once you find a permanent placement, figure out a way to mount the Fitch canister's two clamps. We drilled two holes in our firewall (making sure nothing was behind first) and screwed the canister's clamps directly to the firewall.



▲ Lucky for us, Fitch has some quick-connect fittings available that work with our era of Chrysler engines. The male end of the provided Fitch line will meet up with the fuel line from the tank, and the female Fitch end will go directly onto the fuel injectors' fuel rail.



▲ We used zip ties and routed the lines as neatly as we could, because we were already done with our install.

Our Fuel Economy Results

Okay, we have to admit right now that we have unintentionally biased these tests *against* the FFC. How? Well, like Fitch advertises: our power was increased due to the better fuel reaching the engine (no joke, we could actually feel the difference). This led us into getting excited enough to always gas it off the line, up big hills, and whenever some expensive German import started creeping up on us on the freeway. We were definitely still getting better fuel economy, but we were offsetting it by 'flooring it' wherever we went. We haven't had a chance to have an official emissions test our truck yet to check against our most recent smog test (prior to the FFC), but we definitely know its running cleaner due to the various unofficial sniffers we've had to stick in our tailpipe for technical articles in the last few months.

We tried out a Fitch PFT unit on our 2000 Durango, and we were also able to try out some of the Fitch drop-in pellets on a 2004 GSXR 750. Both saw increased fuel economy, even with a heavier foot (and hand, in the motorcycle's case).

2000 DODGE DURANGO 5.9L V8 ENGINE

Before the Fitch unit, we logged 1,116 miles using 106.63 gallons. After the Fitch unit was installed and effective, we logged 1,375 miles using 109.458 gallons and a heavier foot

	Miles Driven	Gallons Used	Average Fuel Economy
BEFORE	1,116 miles	106.63 gallons	10.4661 MPG BEFORE
AFTER	1.375 miles	109.36 gallons	12.5733 MPG AFTER

2004 SUZUKI GSXR 750

BEFORE	120 miles per tank, using 3.6 gallons of fuel (33.3 mpg)
AFTER	145 miles per tank, using 3.6 gallons of fuel (40.2mpg)

Sources

FITCH-ADVANCED POWER SYSTEMS
(888)881-2774
www.fitchfuelcatalyst.com

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